

Idaho Travel Council  
July 28 & 29, 2008 – Coeur d’Alene, ID  
**Minutes**

**Council Members Present**

J.J. Jaeger, Region I  
Frances Conklin, Region II  
John May, Region III  
John Webster, Region IV  
Bill Code, Region V  
Brent Gillette, Chair, Region VII  
Paul Norton, At-Large

**Council Members Absent/Excused**

Tadd Jenkins, Vice-Chair, Region VI

**Commerce Staff Present**

Don Dietrich, Director  
Karen Ballard, Tourism Administrator  
Cathy Bournier, Tourism  
Tina Caviness, Tourism

**Guests Present**

Bill Drake, drake/cooper  
Josh Mercaldo, drake/cooper  
Jonathan Coe, Coeur d’Alene Chamber  
Anna Holden, The Hingston Roach Group  
Pam Houser, Post Falls Chamber  
Amy Little, Sandpoint Chamber  
Kim Walker, Mountain West Bank  
Jerry Jaeger, Hagadone Hospitality Co.  
Amanda Winters, Coeur d’Alene Press  
Kathy Lazor, Greenbriar Inn  
Tom Stebbins, Idaho Ski Areas Association  
Phil Edholm, Idaho Ski Areas Association

**Monday, July 28, 2008**

Meeting called to order by Chairman Brent Gillette, followed by introductions. The council welcomed Paul Norton to the council. Norton, Silverwood Theme Park’s Assistant General Manager, was appointed by Governor Otter to serve as the council’s at-large member. He told the council that he has been involved in the family owned business, Silverwood, since he was a teen, and learned about the tourism industry as the park’s Marketing Coordinator. He served as Entertainment Manager and developed the park’s original ice show. At age 25, he moved to Las Vegas where he learned even more about tourism working as the Assistant Front Desk Manager at Bellagio Hotel and Casino, and returned to Silverwood in 2006.

**Approve Prior Meeting Minutes**

**Motion** - It was moved (Code) and seconded (Conklin) that the minutes of the May 6, 2008 council meeting be approved as written. Motion carried.

**Grant Committee Rules Review** - Karen Ballard distributed copies of the proposed grant rules and guidelines that the Grant Review Committee discussed during a conference call on July 25, 2008. She reported that the committee is pleased that the size of the document has been reduced. Key elements and the proposed document and council discussion of those elements follow:

- Regional Representatives have been included into the document. Contact information and corrections were provided to staff for inclusion into the document.

- The council determined that organizations applying for an ITC grant, must provide proof of non-profit status before they submit a grant, and ITC grants will be awarded at the first ITC meeting of the fiscal year. These two changes will be incorporated into the “Dear Potential Grantee” letter which is part of the revised Administrative Rules.
- Item 008. Program Intent – Verbiage will be tightened up to address destination marketing organizations with a primary focus of overnight visitation in the area.
- Item 010. Distribution of Funds, 01. Documentation of Expenses. Documentation for reimbursable expenses will be determined by the Idaho Department of Commerce and the Idaho Travel Council as outlined in the guidelines.
- Item 011. Non-Profit Status – will insert that proof of non-profit status must be submitted prior to or with the submittal of a grant application.
- Item 012. Potential Conflict of Interest – Grantees should have some level of accountability for their application. Grant money must go directly to the nonprofit, and they will determine if an association with a profit organization is appropriate to the overall mission of the grant program. Final approval for such relationships will be determined by the council. Inappropriate affiliations with profit making organizations could imply a conflict of interest and could render the application, or element of the application, ineligible.
- Item 013. Categories of Applicants, c. Multi-Regional or Statewide Application. Multi-Regional will be defined as a non-profit organization that represents more than one region. The requirement of letters of support from each region will be deleted from the rules and addressed in the grant program guidelines. Final authority of determining if an application is multi-regional or statewide will rest with the appropriate council member(s), therefore eliminating the requirement of letters of support from each region. Statewide applications are defined as a non-profit organization having a presence in every region in the state.
- Item 014. Eligible Projects – Although Idaho code defines a variety of eligible projects under the grant program, it is not inclusive. It will be the responsibility of the council to make the final determination and interpretation of eligible projects. Because the code but does not, and cannot, include all eligible projects, quotation of code will be removed and sentence reworded.
- Item 015. Ineligible Projects, 01. Organizational Administrative Expense. A definition of fulfillment will be included in the guidelines and removed from this item.
- Item 015. Ineligible Projects, 02. Brochures, will be deleted.
- Item 015. Ineligible Projects, 03. Alternative Funding Sources, “are not eligible” will be changed to “may not be eligible”.
- Item 015. Ineligible Projects, 04. Salary or Personnel – this item needs to clarify that the costs associated with writing grants are ineligible.
- Item 017. Repetitive Funding of Projects – must show return on investment as it relates to the ITC mission. When a previously funded plan is resubmitted, consideration will be given for applications that show a return on investment generated as it relates to ITC program intent.
- Item 020. Audit Requirement – The issue of including or not including fulfillment dollars in the \$100,000 audit requirement, will be addressed in the program guidelines.
- Item 021. Public Records Act Compliance – state protocol allows an agency to charge a fee for each individual page requested in hard copy format; no charge if someone chooses to come into the office to review documents.
- 202. Matching Funds – Cash match definitions will be included in grant guidelines, not rules.
- 222. Grant Award Selection., 02.3.i. – Extensions – council again stressed that extensions will only be considered for approval based on solid reasons defined in detail.
- 231. Conflict of Interest - will be included in section 230. Grant Termination.

After reviewing and discussing changes to the rules and guidelines, the council decided to move the traditional July meeting to August, to allow an opportunity to capture a more accurate report of dollars available to be awarded. Council asked staff to work with the Tax Commission to provide a report of forest service and campground 2% tax collections to determine what the collection rates are in order to discuss accountability and return of investment. Staff was also directed to provide an update on grant expenditures in order to determine if grantees are using funds awarded.

Other grant handbook review and discussions included cost recovery allowed for public record requests; allowing hotel rooms donated for FAMS to be used as cash match; encouraging co-op marketing ads; and extensions and amendments to grants.

Staff will incorporate the council's changes and present a revised version for their review and approval at the October meeting.

**Grant Awards** – The council awarded over \$3 million in grant awards as follows:

**Multi-Regional** – The council discussed funding of museums and events. Frances Conklin expressed her concerns about funding the Idaho Museum brochure, questioning the effectiveness of the quantity printed and distribution. John May said there is a Boise Museum brochure that the Boise CVB manages. The council instructed tourism staff to work with the Idaho Museum Association to investigate the possibility of producing a brochure paid for out of the tourism budget, not the grant program.

**Motion** – It was moved (May) and seconded (Conklin) that the Idaho Museum Association grant request be excluded from the multi-regional grants and that tourism staff will explore the possibility of a partnership with the Idaho Museum Association in the development of a brochure.

**Motion carried.**

**Grant Awards** – The council awarded over \$3 million in grant awards.

**Region I**

**Multi-Region Grants**

**Motion** – It was moved (Jaeger) and seconded (Code) to award the multi-regional grants \$15,400 from Region I.

Idaho Campground & RV Association	\$ 6,000
Idaho Outfitters & Guides Association	\$ 5,000
Idaho Ski Area Association	\$ 3,000
Admin/ Fulfillment	\$ 1,400
<b>Total</b>	<b>\$15,400</b>

**Motion carried.**

**Post Falls Chamber**

**Motion** – It was moved (Jaeger) and seconded (Code) to award the Post Falls Chamber a total of \$69,190.

Element 1	Website	\$ 5,000
Element 2	Advertising	43,500
Element 3	Golf Promo	1,500
Element 4	Print Piece	12,900
Admin/Fulfillment		6,290
<b>Total</b>		<b>\$ 69,190</b>

**Motion carried.**

**Sandpoint Chamber**

**Motion** – It was moved (Jaeger) and seconded (Conklin) to award the Sandpoint Chamber a total of \$99,000.

Element 1	Partnership Advertising	\$ 30,000
Element 2	Visit Sandpoint Ad Campaign	25,000
Element 3	Internet	7,000
Element 4	Visitor Guide	20,000
Element 5	Press Relations	8,000
Admin/Fulfillment		9,000
<b>Total</b>		<b>\$ 99,000</b>

**Motion carried.**

**North Idaho Tourism Alliance**

**Motion** – It was moved (Jaeger) and seconded (Code) to award the North Idaho Tourism Alliance a total of \$77,990.

Element 1	NITA Website	\$ 2,500
Element 2	Scenic Byway Brochure	1,000
Element 3	Community Web Sites	14,000
Element 4	Regional/Community Brochures	4,500
Element 5	Winter Co-op Advertising	12,600
Element 6	Summer Co-op Advertising	25,300
Element 7	Trail of the Coeur d’Alene’s Support	2,500
Element 8	North Idaho Images	1,500
Element 9	Trade Shows	7,000
Admin/Fulfillment		7,090
<b>Total</b>		<b>\$ 77,990</b>

**Motion carried.**

**Coeur d’Alene Chamber**

**Motion** – It was moved (Jaeger) and seconded (Code) to award the Coeur d’Alene Chamber a total of \$407,423.

Element 1	Events Marketing	\$ 36,000
Element 2	Advertising	144,000
Element 3	Winter activities	45,000
Element 4	Golf Promotion	23,000
Element 5	Group Business	65,000
Element 6	Public Regional	22,000
Element 7	Web Marketing & Maintenance	24,000
Element 8	Visitor Recruitment/Retention	21,923
Audit		1,500
Admin/Fulfillment		25,000
<b>Total</b>		<b>\$ 407,423</b>

**Motion carried.**

## **Region II**

### **Multi-Region Grants**

**Motion** – It was moved (Conklin) and seconded (Code) to award the multi-regional grants \$10,065 from Region II.

Idaho Campground & RV Association	\$ 3,600
Idaho Outfitters & Guides Association	\$ 4,750
Idaho Ski Area Association	\$ 800
Admin/ Fulfillment	\$ 915
<b>Total</b>	<b>\$10,065</b>

**Motion carried.**

### **Moscow Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Moscow Chamber a total of \$21,120.

Element 1	Print Media Advertising	\$ 10,500
Element 2	Visitor Guide	2,700
Element 3	Tourism Materials Production Equipment	1,200
Element 4	Tourism & Hospitality Training	800
Element 5	Website Maintenance	1,500
Element 6	Tradeshaw Travel & Training	500
Element 7	Internet Media Advertising	2,000
Admin/Fulfillment		1,920
<b>Total</b>		<b>\$ 21,120</b>

**Motion carried.**

### **Grangeville Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Grangeville Chamber a total of \$9,955.

Element 1	Advertising	\$ 7,750
Element 2	Web Elements	1,300
Admin/Fulfillment		905
<b>Total</b>		<b>\$ 9,955</b>

**Motion carried.**

### **Kooskia Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Kooskia Chamber a total of \$2,354.

Element 2	Website	\$ 440
Element 3	Brochure/Advertising	1,000
Element 4	Governor's Conference on Tourism	700
Admin/Fulfillment		214
<b>Total</b>		<b>\$ 2,354</b>

**Motion carried.**

**North Central Idaho Travel Association (NCITA)**

**Motion** – It was moved (Conklin) and seconded (Code) to award NCITA a total of \$98,395.

Element 1	Advertising	38,200
Element 2	Collateral Materials	40,000
Element 3	Scenic Byways Program	7,750
Element 4	Training, Research & Planning	3,500
Admin/Fulfillment		8,945
<b>Total</b>		<b>\$ 98,395</b>

**Motion carried.**

**Salmon River Chamber**

**Motion** - It was moved (Conklin) and seconded (Code) to award the Salmon River Chamber of Commerce a total of \$12,129.

Element 1	Idaho Travel Guide Ad	\$ 2,577
Element 2	Northwest Travel Magazine	1,750
Element 3	Trade Show Display Booth	1,000
Element 4	Newspaper Advertising	1,500
Element 5	Steelhead Derby	1,500
Element 6	Website Maintenance	1,200
Element 7	Big Horn Sport Show	1,500
Admin/Fulfillment		1,102
<b>Total</b>		<b>\$ 12,129</b>

**Motion carried.**

**Lewiston Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Lewiston Chamber a total of \$37,950.

Element 1	Advertising	\$ 18,500
Element 2	Promotions	1,500
Element 3	Travel/Trade Shows	7,000
Element 4	Fam Trips	2,500
Element 5	Web Site	3,500
Element 6	Convention/Research	1,500
Admin/Fulfillment		3,450
<b>Total</b>		<b>\$ 37,950</b>

**Motion carried.**

**Pierce-Weippe Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Pierce-Weippe Chamber a total of \$2,200.

Element 1	Area Recreation Road & Trail Map	\$ 2,000
Admin/Fulfillment		200
<b>Total</b>		<b>\$ 2,200</b>

**Motion carried.**

### **Orofino Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Orofino Chamber a total of \$2,970.

Element 1	Map Project	\$ 2,000
Element 2	Discover Guide	700
Admin/Fulfillment		270
<b>Total</b>		<b>\$ 2,970</b>

**Motion carried.**

### **Kamiah Chamber**

**Motion** – It was moved (Conklin) and seconded (Code) to award the Kamiah Chamber a total of \$4,895.

Element 1	Advertising	\$ 3,750
Element 2	Industry Leadership & Education	700
Admin/Fulfillment		445
<b>Total</b>		<b>\$ 4,895</b>

**Motion carried.**

### **Region III**

#### **Multi-Region Grants**

**Motion** – It was moved (May) and seconded (Code) to award the multi-regional grants \$58,377 from Region III.

Idaho Campground & RV Association	\$ 21,000
Fulfillment	2,100
Idaho Outfitters & Guides Association	19,500
Fulfillment	1,950
Idaho Ski Area Association	12,570
Fulfillment	1,257
<b>Total</b>	<b>\$ 58,377</b>

**Motion carried.**

### **Mountain Home Chamber of Commerce**

**Motion** – It was moved (May) and seconded (Code) to award the Mountain Home Chamber of Commerce a total of \$9,350.

Element 1	sledtherockies.com	\$ 4,500
Element 2	Ad Campaign	4,000
Admin/Fulfillment		850
<b>Total</b>		<b>\$ 9,350</b>

**Motion carried.**

### **Cascade Chamber**

**Motion** – It was moved (May) and seconded (Conklin) to award the Cascade Chamber a total of \$33,638.

Element 1	Advertising	\$ 22,580
Element 2	Bulk Distribution	4,000
Element 3	Website	3,000
Element 5	Trade Shows	1,000
Admin/Fulfillment		3,058
<b>Total</b>		<b>\$ 33,638</b>

**Motion carried.**

**Southwest Idaho Tourism Association (SWITA)**

**Motion** – It was moved (May) and seconded (Conklin) to award SWITA a total of \$131,150.

Element 1	Advertising	\$ 50,000
Element 2	FAM & Press Trips	7,000
Element 3	Marketplaces/Tradeshows	15,000
Element 4	Scenic Byways Brochure	2,000
Element 5	Web Maintenance/Updates	5,000
Element 6	Education	4,000
Element 7	Collateral/Support Marketing	15,000
Element 10	Idaho Center & Horse Park	15,000
Element 11	Idaho Center & Horse Park	3,500
Audit		3,000
Admin/Fulfillment		11,650

**Total** **\$ 131,150**

**Motion carried with the stipulation that \$6,000 of Element 10 must be spent on the Idaho Cutting Horse group.**

**Downtown Boise Association**

**Motion** – It was moved (May) and seconded (Conklin) to award the Downtown Boise Association a total of \$5,500.

Element 2	Fall for Boise Brochure	\$ 5,000
Admin/Fulfillment		500

**Total** **\$ 5,500**

**Motion carried.**

**Gem County Chamber of Commerce**

**Motion** – It was moved (May) and seconded (Webster) to award the Gem County Chamber of Commerce a total of \$16,500.

Element 1	Website	\$ 5,000
Element 2	Advertising	10,000
Admin/Fulfillment		1,500

**Total** **\$ 16,500**

**Motion carried.**

**Warhawk Air Museum**

**Motion** – It was moved (May) and seconded (Code) to award the Warhawk Air Museum a total of \$7,260.

Element 1	Advertising	\$ 6,600
Admin/Fulfillment		660

**Total** **\$ 7,260**

**Motion carried.**



**McCall Chamber of Commerce**

**Motion** – It was moved (May) and seconded (Code) to award the McCall Chamber of Commerce a total of \$66,550.

Element 1	Advertising for McCall Area	\$ 51,000
Element 2	Web Site Improvements	7,500
Element 3	FAM Trips	2,000
Admin/Fulfillment		6,050
<b>Total</b>		<b>\$ 66,550</b>

**Motion carried.**

**Boise CVB**

**Motion** – It was moved (May) and seconded (Conklin) to award the Boise CVB a total of \$740,905.

Element 1	Marketing	\$ 203,000
Element 2	Advertising	225,000
Element 3	Communications	96,300
Element 4	Partnerships	105,000
Element 5	Special Event Support	50,000
Element 6	Training	7,500
Element 7	Cultural Community Co-op Programs	26,105
Audit		3,000
Admin/Fulfillment		25,000
<b>Total</b>		<b>\$ 740,905</b>

Motion carried with the stipulations that \$25,000 from Element 5 be dedicated to website development for the Special Olympics, and Element 7 be dedicated to film festival, Humanitarian Bowl and Boise Museums project.

**Idaho Cutting Horse Association**

**Motion** – It was moved (May) and seconded (Code) to award the Idaho Cutting Horse Association a total of \$8,008.

Element 3	Convention Promotion	\$ 2,100
Element 4	Travel & Trade Shows	1,180
Element 5	Slice Shows & Videos	2,000
Element 7	Website & E-mail Promotions	2,000
Admin/Fulfillment		728
<b>Total</b>		<b>\$ 8,008</b>

**Motion carried.**

**Nampa Chamber of Commerce**

**Motion** – It was moved (May) and seconded (Jaeger) to award the Nampa Chamber of Commerce a total of \$8,800.

Element 1	Snake River Dayz Website, Updates/Enhancements	\$ 3,000
Element 2	Advertising	5,000
Admin/Fulfillment		800
<b>Total</b>		<b>\$ 8,800</b>

**Motion carried.**

**National Old Time Fiddler's Contest**

**Moved** – It was moved (May) and seconded (Webster) to award the National Old Time Fiddler's Contest a total of \$10,120.

Element 2	Print Advertising	\$ 1,200
Element 3	TV Advertising	8,000
Admin/Fulfillment		920
<b>Total</b>		<b>\$ 10,120</b>

**Motion carried.**

**Garden Valley**

**Motion** – It was moved (May) and seconded (Code) to award Garden Valley a total of \$31,900.

Element 1	Advertising	\$ 15,000
Element 4	Garden Valley Chamber Website	2,000
Element 5	Garden Valley Brochure Reprint	12,000
Admin/Fulfillment		2,900
<b>Total</b>		<b>\$ 31,900</b>

Motion carried.

**Payette River Mountains**

**Motion** – It was moved (May) and seconded (Norton) to award Payette River Mountains a total of \$100,760.

Element 1	Advertising	\$ 35,600
Element 2	Website	15,000
Element 3	Trade Shows	32,000
Element 4	FAM Tours	9,000
Admin/Fulfillment		9,160
<b>Total</b>		<b>\$ 100,760</b>

**Motion carried.**

**Region IV****Multi-Region Grants**

**Motion** – It was moved (Webster) and seconded (Code) to award the multi-regional grants \$17,050 from Region IV.

Idaho Campground & RV Association	\$ 5,500
Idaho Outfitters & Guides Association	5,000
Idaho Ski Area Association	5,000
Admin/ Fulfillment	1,550
<b>Total</b>	<b>\$17,050</b>

**Motion carried.**

**Southern Idaho Tourism**

**Motion** - It was moved (Webster) and seconded (Code) to award the Southern Idaho Tourism Association a total of \$116,957.

Element 1	Tourism Assets Inventory/Asset Mapping	\$ 10,000
Element 2	Marketing	57,587
Element 3	Website Programs	13,420
Element 4	Brochures	23,500
Audit		2,000
Admin/Fulfillment		10,450
<b>Total</b>		<b>\$ 116,957</b>

**Motion carried.**

**Twin Falls Chamber of Commerce**

**Motion** – It was moved (Webster) and seconded (Code) to award the Twin Falls Chamber a total of \$125,519.

Element 1	Advertising	\$ 61,000
Element 2	Website Maintenance & Design	6,200
Element 3	Podcast Programs	29,500
Element 4	Herrett Center	15,490
Audit		2,000
Admin/Fulfillment		11,229
<b>Total</b>		<b>\$ 125,519</b>

**Motion carried.**

**Region V****Multi-Region Grants**

**Motion** – It was moved (Code) and seconded (May) to award the multi-regional grants \$5,500 from Region V.

Idaho Campground & RV Association	\$ 2,000
Idaho Ski Area Association	3,000
Admin/ Fulfillment	500
<b>Total</b>	<b>\$ 5,500</b>

**Motion carried.**

**Pioneer Country**

**Motion** – It was moved (Code) and seconded (May) to award Pioneer Country a total of \$90,420.

Element 1	Regional Advertising	\$ 35,000
Element 2	Consumer Travel Show	8,000
Element 3	Internet Website	8,000
Element 4	Regional Brochures & Distribution	14,000
Element 5	Bear River Heritage Co-op	5,000
Element 6	Scenic By-Way Co-op	1,000
Element 7	International Marketing	8,500
Element 8	Training Element	2,700
Admin/Fulfillment		8,220
<b>Total</b>		<b>\$ 90,420</b>

**Motion carried.**

**Bear Lake Valley CVB**

**Motion** – It was moved (Code) and seconded (May) to award the Bear Lake Valley CVB a total of \$28,050.

Element 1	Advertising	\$ 15,000
Element 2	Brochure Distribution/Fulfillment Piece	5,000
Element 3	Internet Web Site & Promotions	4,000
Element 4	Training	1,500
Admin/Fulfillment		2,550
<b>Total</b>		<b>\$ 28,050</b>

**Motion carried.**

**Pocatello/Chubbuck Auditorium District**

**Motion** – It was moved (Code) and seconded (Conklin) to award the Pocatello/Chubbuck Auditorium District a total of \$90,721.

Element 1	Advertising	\$ 35,724
Element 2	Convention Promotion	20,500
Element 3	Website	5,000
Element 4	FAM	3,000
Element 5	Collateral Material	18,250
Admin/Fulfillment		8,247
<b>Total</b>		<b>\$ 90,721</b>

**Motion carried.**

**Region VI**

Council member John Webster presented grant award motions on behalf of Tadd Jenkins for Region VI.

**Multi-Region Grants**

**Motion** – It was moved (Webster) and seconded (Code) to award the multi-regional grants \$16,500 from Region VI.

Idaho Campground & RV Association	\$ 10,000
Idaho Outfitters & Guides Association	5,000
Admin/ Fulfillment	1,500
<b>Total</b>	<b>\$ 16,500</b>

**Motion carried.**

**Snake River/Idaho Falls CVB**

**Motion** – It was moved (Webster) and seconded (Code) to award the Snake River/Idaho Falls CVB a total of \$149,400.

Element 1	Advertising	\$ 62,000
Element 2	Travel Shows	3,000
Element 3	Collateral Materials	35,000
Element 4	Attractions/Major Special Events	30,000
Element 5	Internet	4,000
Audit		2,000
Admin/Fulfillment		13,400
<b>Total</b>		<b>\$ 149,400</b>

**Motion carried.**

**Teton Valley Chamber of Commerce**

**Motion** – It was moved (Webster) and seconded (Conklin) to award the Teton Valley Chamber of Commerce a total of \$65,890.

Element 1	Media Ad for Existing Events/Attractions	\$ 15,000
Element 2	Branding Teton Valley	15,000
Element 3	Website Development & Management	7,400
Element 4	Trade Shows & GCORT	2,500
Element 5	Visitors Guide	10,000
Element 6	FAM & PR Marketing	10,000
Admin/Fulfillment		5,990
<b>Total</b>		<b>\$ 65,890</b>

**Motion carried.**

**Yellowstone-Teton Territory**

**Motion** – It was moved (Webster) and seconded (Code) to award the Yellowstone-Teton Territory a total of \$154,729.

Element 1	Advertising	\$ 53,345
Element 2	Internet	12,000
Element 3	Travel Shows	12,000
Element 4	Collateral	20,000
Element 5	Rexburg	28,000
Element 6	Fremont County	5,000
Element 7	Jefferson County	3,000
Element 8	Swan Valley	4,500
Audit		2,000
Admin/Fulfillment		13,884
<b>Total</b>		<b>\$ 154,729</b>

**Motion carried.**

**ICHA Riverbend Ranch Show**

**Motion** – It was moved (Webster) and seconded (Code) to award the ICHA Riverbend Ranch Show a total of \$2,745.

Element 1	Riverbend Ranch Show	\$ 2,495
Admin/Fulfillment		249
<b>Total</b>		<b>\$ 2,745</b>

**Motion carried.**

**Region VII****Multi-Region Grants**

**Motion** – It was moved (Gillette) and seconded (Conklin) to award the multi-regional grants \$27,043 from Region VII.

Idaho Campground & RV Association		\$ 5,775
Idaho Outfitters & Guides Association		12,900
Idaho Ski Area Association		5,910
Admin/ Fulfillment		2,458
<b>Total</b>		<b>\$ 27,043</b>

**Motion carried.**

**Sun Valley/Ketchum Chamber Visitor's Bureau**

**Motion** – It was moved (Gillette) and seconded (Code) to award the Sun Valley/Ketchum Chamber Visitor's Bureau a total of \$292,750.

Element 1	Brochures/Literature	\$ 56,500
Element 2	Website	71,700
Element 3	Public Relations	21,000
Element 4	Special Promotions	25,000
Element 5	Winter Media	54,040
Element 6	Spring/Summer/Fall Advertising	34,500
Element 7	Group Meeting Support	2,000
Audit		3,000
Admin/Fulfillment		25,000
<b>Total</b>		<b>\$292,750</b>

**Motion carried.**

**Sawtooth-Stanley Chamber of Commerce**

**Motion** – It was moved (Gillette) and seconded (Code) to award the Sawtooth-Stanley Chamber of Commerce a total of \$34,290.

Element 1	Media Advertising	\$ 13,000
Element 2	Snowmobile Internet Promotions	6,000
Element 3	Infonet/Website	7,500
Element 4	Idaho spring Integrated Media Campaign	4,673
Admin/Fulfillment		3,117
<b>Total</b>		<b>\$ 34,290</b>

**Motion carried.**

**Salmon Valley Chamber of Commerce**

**Motion** – It was moved (Gillette) and seconded (Code) to award the Salmon Valley Chamber of Commerce a total of \$16,500.

Element 1	Salmon Valley Guest Guide	\$ 3,000
Element 2	Website	3,000
Element 3	Tourism & Marketing	9,000
Admin/Fulfillment		1,500
<b>Total</b>		<b>\$ 16,500</b>

**Motion carried.**

**Hailey Chamber of Commerce**

**Motion** – It was moved (Gillette) and seconded (Code) to award the Hailey Chamber of Commerce a total of \$5,940.

Element 1	Brochure-Literature	\$ 5,400
Admin/Fulfillment		540
<b>Total</b>		<b>\$ 5,940</b>

**Motion carried with the stipulation that funds must be used to support the Sun Valley Getaway Guide.**

### **Lost River Valley**

**Motion** – It was moved (Gillette) and seconded (Code) to award the Lost River Valley a total of \$6,572.

Element 1	Lost River Valley Website – Tourism	\$ 4,375
Element 2	Lost River Valley Brochure	1,600
Admin/Fulfillment		597
<b>Total</b>		<b>\$ 6,572</b>

**Motion carried.**

Chairman Gillette thanked the council members and grant applicants for their participation in this process.

**Director's Report** – Commerce Director Don Dietrich thanked the council for their work and efforts. He said it is the Governor's plan to build a larger international component, with a primary focus on foreign trade, into the state's budget this year. Dietrich has met with leaders of high tech companies from all over the state and the biggest problem they face is recruitment. He said each part of the state has very interesting things going on in new business creation, although the economy is going to provide some interesting challenges and opportunities. Dietrich told the council he is impressed with Commerce staff and what they do with limited budgets. ITC Chairman Gillette thanked Dietrich for his interest in tourism and told him the council appreciates his attendance at their meetings.

**Report on Chinese Tourism Market** – Dr. Guoil Cao, Idaho Trade Office Shanghai, told the council that group tours are most important for visitors from China. He recommends promoting tours for groups to visit the U.S. Chinese tourists enjoy Native American culture and cowboys and Indians. Idaho is relatively unknown in China and Dr. Cao urged the council to strengthen Idaho promotion in China.

**Budget** – Karen Ballard reviewed the budget with the council. The council wants a discussion at the October meeting about the Film Bureau budget. Chairman Gillette said there is mutual agreement of the council that a film office is needed, but the council questions the amount and how dollars are spent. They would like a report on return on investment. Ballard will have Peg Owens at the October meeting for the discussion.

Paul Norton said he would like to see more effort being put into the Canadian market. Ballard said Bill Drake is currently doing research into the Canadian market and will bring the information to the October meeting. Chairman Gillette said that research will help determine which markets Idaho should be in.

**Motion** – It was moved (May) and seconded (Code) to approve the budget presented with the following changes:

- \$20,000 will be moved from education/research/focus groups to International with a new item, Canada, focusing on the Canadian market.
- Idaho Film Budget will be on hold until a presentation and discussion is held at the Fall meeting; and
- Promotional assistance and the Scandinavia market funding will be held until further discussion at the Fall meeting.

Motion carried.

It was suggested that Chuck Box be invited to a future council meeting to discuss the Scandinavian market. Meeting adjourned for the day.

### **Tuesday, July 29, 2008**

Meeting called to order by Chairman Gillette, followed by introductions.

**Research** – Karen Ballard led a discussion on research needs. The council determined that more discussion needs to be held about which research company to use and what kind of research would be the most valuable. Bill Drake suggested the council should spend 10% of their budget on research; Ballard does not want to dedicate that much money to research. Further discussion and work will be done by the Research Committee and presented to the council for discussion and decision.

**Winter Marketing Discussion** – Bill Drake led a discussion on Idaho's winter marketing program. He recommended that Madden Media be used to produce a 12-page FSI to be released in Seattle, Portland and Spokane. He said Madden Media was very successful in producing Idaho's summer FSI, which resulted in 80,000 qualified leads. The council discussed which markets to drop in and decided to focus on Salt Lake, Spokane and Calgary. John May and Bill Code would like the FSI to be dropped in markets around Idaho. John May told the council that the Idaho Ski Areas Association (ISAA) shared with him their concerns about Drake/Cooper's lack of interest in working with them on a statewide regional marketing program. Drake told the council that the ITC and ISAA have different missions—ITC wants heads in beds and ISAA wants skiers. Tom Stebbins told the council that the association is appreciative of the support the ITC gives it and urged better communications and collaborative efforts. Phil Edholm told the council that the ISAA does not feel that the FSI is successful for them because of their inability to track results. Chairman Gillette asked for more communication with the ISAA in determining how and where to market. Josh Mercaldo, Drake/Cooper, assured the council and the association that he feels the ITC is where it should be in its marketing efforts and asked the ISAA to contact him in an effort to collaborate better in the future. Karen Ballard told the council she is meeting with ISAA on August 6. Drake recommended to the council that Idaho participate in the Forbes Life Magazine, which targets high-end households and upscale travel markets. The Ski the West insert will appear in the October issue.

Idaho will continue to work with Montana and Wyoming in marketing Sled the Rockies site. Sled the Rockies is a tri-state program with focus on the entire region. The program will be exclusively online using main site and an integrated online marketing and PR campaign, with a sweepstakes. Last year's program generated 9,000 leads.

**Travel Guide 2009 Cover Selection** – Drake/Cooper staff presented the council with a variety of choices for the cover of the 2009 Travel Guide. The guide has been restructured for 2009 and will be delivered January 3, 2009. After reviewing the choices, the council selected a photo representing the Middle Fork of the Salmon River with rafters. John May told Drake/Cooper staff that he would like to see more images of lodges, and businesses presented for their future consideration.

### **Other Business**

Next meeting: October 2 & 3, 2008, Best Western Salmon Rapids Lodge, Riggins, Idaho  
Agenda items to include: Film Bureau budget, refining the grant rules and regulations, Scandinavia market, promotional assistance and Sales Force program.



Meeting adjourned.